

Comm 150 - Introduction to Broadcasting

Comm 150L - Introduction to Broadcasting Lab

12:30 -1:50, Tuesday

2 - 4:50, Tuesday

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Office hours Tuesday only

Aloha, and welcome to Communication 150, Introduction to Broadcasting. This is an exciting time for me, and I hope for you, as we take the newly renovated Communication Lab out on its inaugural spin. Our emphasis this semester will be on video production. You'll be working with digital camcorders and Apple's MMovie 2 editing software to create a wide assortment of **projects**.

A large portion of your learning experience will come in the form of peer critique. Each project will be screened for, and critiqued by, the entire class. Keep in mind that any comments made reflect an opinion about your **work**, not a judgment of your character! **You'll** need a thick skin to work in this field and this is as good a time as any to start developing it.

I am a **firm** believer in Freedom of Speech. I absolutely will not censor **your** work, forbid any topic, or penalize you for your choice of content. That being said, let me caution you against **certain types** of extremism. Taping **yourself** doing something that violates the Chaminade Code of Conduct, housing rules, state laws, or Federal laws is not fun, it's evidence. You don't know where that tape may turn up! Just ask Tommy Lee and Pamela Anderson...

Video production is a team **effort**. If you pursue a career in "the trade," you'll find your **social** skills as valuable as your technical knowledge. Therefore, you will be working in teams throughout the semester. You will also be **evaluating the performance and involvement of your teammates on each assignment**.

Materials

At least 2 mini-DV videotapes. I recommend Sony brand.

Your textbook: Camcorder Video by Joan **Merrill**.

You may also wish to purchase a book on MMovie 2. I recommend Movie 2 East & Easy for a simple text, or Movie 2: the Missing Manual for a more in-depth look at MMovie 2, Quicktime, and digital video in general. Both are available online **from** your favorite bookseller.

Projects

All projects will have a 10 second slate before they begin, identifying the project and the team members who created it. This slate does not count towards the total run time... TRT will be counted from first to last frame of video. Also be sure to leave at least 30 seconds of black after the end of your project.

In addition to your tape, submit either a storyboard or a typed 2-column script. Neatness counts!

Name	Description	Len w
Chaminade commercial	A commercial targeted at local parents, encouraging them to keep their kids close to home.	Exactly :30
Product commercial	Pick a product, real or imagined, and promote it.	Exactly :30 or exactly :60
PSA	Pick your favorite non-profit organization or invent one. Create a <u>public service announcement</u> for them.	Exactly :28
Music video	You know what this is.	1 - 5 minutes
Reality show	Create a segment from a reality-Chemed show. Use an existing one or invent our own.	5 - 7 minutes
<u>News package</u>	Do a news <u>package</u> . Serious or not.	1:45 -2:15
<u>How-to</u>	Teach us in a st -st manner how to do <u>something</u> .	1 - 5 minutes
Infomercial	Demonstrate and <u>try</u> to sell us the most <u>amazing product</u> of its kind.	5 - 7 minutes
Video Art	Wow us... confuse us... express yourself. Create the next And i D	2 - 5 minutes
Freeform	You've been wanting to do something all semester... here's your chance!	1 - 5 minutes

Grading

Grades follow a 10% **scale**, modified for attendance. All assignments carry a point value. The **total** number of points you **earn** on all assignments for the semester is divided by the total possible points. If you get 90% or more, you get an A, etc.

- Projects - 5 @ 45 points
- Quizzes - ? @ 10 points
- Written exams - 0 @ 0 points
- Papers - 2 @ 25 points

Projects

Attached is a list of 10 assignments, each worth 45 points. Your team must complete 5 of them. **Projects** are due at the beginning of the class period. Late projects will carry a 25% penalty. Either a **storyboard** or a typed 2-column script will accompany each project.

- Projects **are** graded as follows:
 - Script 1-10 points, based **on** neatness and **correlation** to the project
 - Content** 1-10 points, a subjective measure of how well I felt you achieved your vision
 - Camera 1-10 points, an evaluation of camera technique
 - Editing **1-10** points, an evaluation of editing technique
 - Difficulty** 1-10 points, a subjective measure of how advanced your project is

Quizzes

You know what these are. If I assign reading, I like to be able to discuss it during the next class. These are an easy way for you to score some points!

Written Exams

I don't much believe in them. This is a class on practical matters and you are being tested on them at every project.

Papers

In the course of the semester, we will screen two movies. You and your **team** will write a critique of various aspects of the movie, then host a discussion with the class.

Extra Credit

You may submit a f" project for up to 10 points and submit a Yd movie critique for up to 10 points.

Tentative Schedule

Date	Class Assignment/Topic	Lab Topic
<u>August 28</u>		<u>Playing</u> with the camera
<u>September 4</u>	<u>Chapter 5 6 7</u>	Plain with the camera
11	Sc ri twritin	Work <u>day</u>
18	Chapter 15	iMovie
25	iMovie	iMovie
October 2	<u>Work D</u>	<u>Work Day</u>
<u>9</u>	Project 1 due	<u>Movie screening</u>
	Work -	Work Day
23	Paper & Presentation #1	<u>Work Day</u>
30	Project 2 due	What's your favorite scary movie?
November 6	<u>Work Day</u>	<u>Work Day</u>
13	Project 3 due	<u>Work Day</u>
20	<u>Work Day</u>	Movie screeni
27	Project 4 due	<u>Work Day</u>
December 4	Pa & Presentation #2	<u>Work Day</u>
<u>11</u>	<u>Project 5 due</u>	

Due to past difficulties in equitable usage, all **projects** will be shot during class time. Note the generous allocation of workdays in the tentative schedule. However, **you** will be able to gain access to the lab throughout the **semester** for editing. Don't **expect** to be able to complete the editing during class hours, there simply won't be enough time.